

LinkWISCONSIN Demand survey 2013 communications tools/notes		
Templates for Communities	Suggested Date/Use	Notes
Branded, logo'd cover letter template	April	If you have constituencies that you would send surface mail to, to engage
News alert: Phase 1	April	Before start of electronic surveys. Best to follow up with reporter/s for interview.
News alert: Phase 2	May15-June30	Before start of electronic surveys. Best to follow up with reporter/s for interview.
Press release: Phase 1	April	Use news alert template and modify according to your organizations needs
Press release: Phase 2	May 15-June 30	Use news alert template and modify according to your organizations needs
Media talking points	April-June	These will change slightly depending on the timeframe and project point. Check with PSCStateBroadbandOffice@wisconsin.gov to make sure you've got the most recent or find out if there are changes before you do an interview.
member newsletter/ e-news template : Phase 1	April-May 15	Send this blurb in one/all of your newsletters/eNews to drive your audiences to the survey. Please do send a draft to the Public Service Commission before sending newsletter out.
member newsletter/ e-news template : Phase 2	May 15-June 30	Send this blurb in one/all of your newsletters/eNews to drive your audiences to the survey. Please do send a draft to the Public Service Commission before sending newsletter out.
Twitter message/tags	April-July	
Facebook message	April-July	You might want to tag PSC-W if you post to FB https://www.facebook.com/PSCWisconsin?fref=ts
LinkedIN message	April-July	